

A Store Maker's Values



Dear Colleagues,

"Out of many, one" is engraved on the Great Seal of the United States and is one of the nation's core mottoes. These few words describe eloquently the strength of humankind. The "human animal" is not one of the strongest species on Earth, nor are we fast or equipped with keen senses. The only strategic advantage that humans can offer in order to survive in the wild is our capacity for cooperation. This applies equally to societies, tribes, teams, states, religious communities and companies.

The basis for cooperation is formed by shared symbols, aims and value judgments. This becomes important especially when large parts of a community consist of many people who are not concentrated at a single location. In this case, sustainable management and orientation is only possible when mission, vision and value judgments are in harmony with each other.

In this brochure you will find a summary of the "what", "how" and "why" for umdasch Store Makers. However, it would not be enough for you simply to register the existence of this document and file it away. The values are the cement which unites us; our mission statement is the foundation on which we realise our ideas; and the vision is the house that we plan to build together.

We hope that the enclosed texts and even more our own example will contribute to making the many into one – the umdasch Store Makers, whose brains, hearts and hands create something together: successful stores.

SILVIO KIRCHMAIR CEO UMDASCH STORE MAKERS

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MARKUS THALLINGER CFO/COO UMDASCH STORE MAKERS

WE CREATE SUCCESSFUL STORES.

We are dedicated and committed and set standards for the sustainable success of our customers.

HUMAN WE BUILD TRUST.

Our cooperation is characterised by mutual trust. We deal with each other in a respectful and appreciative way. We enjoy diversity and encourage different personalities.





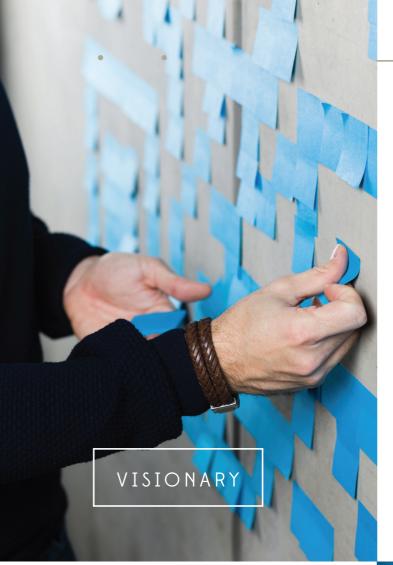
RESPONSIBLE We take responsibility.

We willingly and actively assume responsibility for our own actions and their results. We act in a sustainable manner and deal carefully with the resources placed at our disposal. In doing so, we think as entrepreneurs and consider the long term.

PROFESSIONAL OUR WORD COUNTS.

We understand our business. You can rely on us. We say what we will do and we do what we say. We communicate openly, clearly and honestly. We deal constructively with mistakes.



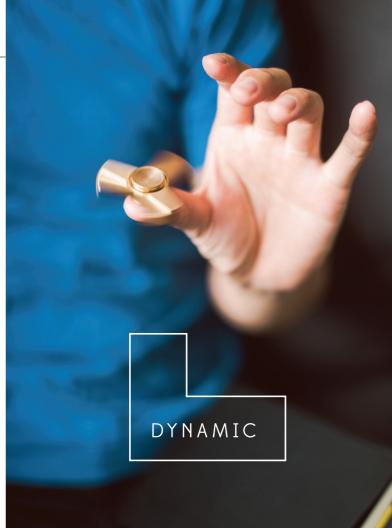


VISIONARY WE DARE TO INNOVATE.

We are designing tomorrow today. We are curious and open. We have a feeling for trends and set new ones. We confidently tackle challenges and keep our sights set on the big picture.

DYNAMIC We improve every day.

We initiate changes and pursue them in a targeted manner. We strive for consistent and continuous improvement. We are passionate about creating successful stores with our customers – every day.





The Umdasch Store Makers, with a staff of some 1,500 employees from more than 28 nations are part of the Umdasch Group, a traditional Austrian company with a history stretching back over more than 150 years.

Although our employees speak different languages, come from various cultural backgrounds and have diverse mentalities and personalities, we all share one thing above all in addition to our wish to inspire our customers: **our values, which serve as our common basis.**

"OWNER STATEMENTS"



HILDE UMDASCH

It is my personal belief that respect is an important and decisive factor in life. And so I find it very important that

respect should form an integral part of our corporate culture. Not only our employees, but also our customers, suppliers and business partners have a right to expect it. We have inscribed respect and appreciation as values into our corporate policy.



ALFRED UMDASCH

Of course, our employees have been an important factor in our success, and will continue to be so in the future. I have always endeavoured to find workers who are

"fired" by our ideas and who are ready to "go through fire" with us, so to speak.

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•	٠	It is a tradition within our group of										٠	٠
٠	٠	companies that we should accept challenges and											٠
٠	٠	should continue to develop continuously, arousing enthusiasm and ence achieving success.											٠
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•	٠	People who give their best for our company have made this success possible. The appreciation we show towards our employees, customers, supplies and										٠	٠
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•	٠	business partners is part of our corporate culture – the DNA of the Store Makers.										٠	٠
•	٠	It makes us unique.										٠	٠
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